

What is claimed is:

- 1 1. A communications system comprising:
 - 2 a first communication device for a first user having:
 - 3 means for communicating through a network;
 - 4 means for transmitting and receiving electromagnetic waves for
 - 5 communicating with a second user having a second communication device;
 - 6 a processor in electronic communication with the communicating means and
 - 7 the transmitting and receiving means;
 - 8 storage means in communication with the processor;
 - 9 and
 - 10 input and output means in electronic communication with the processor for
 - 11 receiving and displaying information to and from a first user;
 - 12 a provider system having:
 - 13 means for recognizing the first user initiating a communication through the
 - 14 network; and
 - 15 means for sending a targeted communication based upon a predetermined
 - 16 criterion based upon a set of stored data on the first user and for inserting the communication
 - 17 into the storage means; and
 - 18 software means resident within the processor having means for, upon a
 - 19 communication being established by the first user with a second user, relaying the targeted

20 communication to the second user via one of the transmitting and receiving means and the
21 communicating means.

1 2. The communication system recited in Claim 1, wherein the first communication
2 device comprises a portable unit.

1 3. The communication system recited in Claim 1, wherein the first communication
2 device comprises a housing comprising a base and a screen sector connected thereto, wherein the
output means comprises the screen sector.

4 4. The communication system recited in Claim 1, wherein the communicating means
comprises a modem.

5 5. The communication system recited in Claim 1, wherein the transmitting and receiving
means comprises a radio-frequency antenna.

1 6. The communication system recited in Claim 1, wherein the input means comprises
2 a keyboard.

1 7. The communication system recited in Claim 1, wherein the targeted communication
2 comprises an advertisement.

1 8. The communication system recited in Claim 1, wherein the predetermined criterion
2 is selected from at least one of a plurality of demographic data.

1 9. The communication system recited in Claim 1, wherein:
2 the targeted communication comprises an expiration date;
3 the software means further has means for determining a current date and means for
4 blocking a relaying of the targeted communication if the current date is past the expiration date.

10. The communication system recited in Claim 1, wherein the provider system further
comprises means for determining an activity undertaken by the first user and for offering a reward
to the first user if the activity is one of a predetermined set of reward-earning activities.

11. The communication system recited in Claim 10, wherein the set of reward-earning
activities comprises usage time, accessing a particular site via the network, sharing information with
the second user, and making a purchase from a selected vendor.

12. The communication system recited in Claim 10, wherein the reward comprises at least
one of a discount and a product.

1 **13.** The communication system recited in Claim 10, wherein the set of stored data
2 comprises an account containing data on accumulated reward status of the first user.

1 **14.** A communications method comprising the steps of:
2 permitting a first user to communicate using a first communication device through
3 a network with a site for receiving a communication from a second user;
4 recognizing the first user;
5 accessing a database containing information on the first user;
6 sending via the network a targeted message to the first user;
7 storing the targeted message on the first communication device;
8 permitting the first user to communicate with a second communication device of a
9 second user using the first communication device; and
10 automatically relaying the targeted message from the first communication device to
11 the second communication device.

1 **15.** A portable communication device comprising:
2 a housing having a first, a second, a third, and a fourth opening into an interior space;
3 input means positioned within the housing and accessible through the first opening;
4 output means positioned within the housing and accessible through the second
5 opening;
6 antenna means extending through the third opening;

7 interface means extending through the fourth opening for communicating with a
8 network;

9 storage means within the housing;

10 a processor positioned within the housing and in electronic communication with the
11 input, output, antenna, storage, and interface means; and

12 software means resident within the processor having means for receiving via the
13 interface means a targeted communication from a provider system and for relaying the targeted
14 communication to another member of the provider system matching a set of predetermined criteria
via the antenna means.